

Utah Folk Art: Japanese Temari Balls

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GOOD LUCK, JANICE!



Janice Carpenter, Publications Coordinator for the Utah Office of Tourism, announced her retirement after serving for 22 years. Her most notable accomplishments include the production of Utah's statewide travel guide and scenic calendar. The calendar will continue to be designed by Scott Hardy, who has worked on the state's scenic calendars for the past 21 years.

"Scott and I have been through a lot of press checks together over the years," Janice said. "It truly has been a rewarding experience and a labor of love."

The popular Utah Scenic Calendar continues to capture national and international honors for design and photography. In 2006, the calendar's graphic design, headed by Hardy, was awarded the Gold Award in the national category and the Silver Award in the world category of the Calendar Marketing Association's National Calendar Awards Competition. The 2006 calendar was also a finalist in the competition's top honor "The Best in Show" award, which it won in 2001. The 2005 edition was selected as one of the five best calendars in the world. The Utah Scenic Calendar has won more than 30 National and International awards.

Janice will be truly missed by all those who have worked with her over the years. Good luck, Janice!

UTAH FOLK ARTS

The photograph of Japanese temari balls in this month's masthead is courtesy of the Utah State Folk Arts Collection of The Utah Arts Council. They are the work of Chiyo Kubota, a resident of Cache County.

Mrs. Kubota was born in Cache Valley but raised in Japan. A strong believer in the importance of tradition and heritage, she has pursued many Japanese art forms including Temari, a centuries-old form that likely originated in China before spreading across Asia. One story suggests that when kimonos were taken apart for cleaning, new silk thread replaced the old silk thread which was then wound into beautiful Temari balls.

Today Temari are made as decorative objects by Japanese-Americans as an ethnic expression. Mrs. Kubota creates each ball by crushing Styrofoam then binding it together with tightly wound yarn. Then, with fabric or embroidery floss she creates a grid, filling in the pattern by looping, catching and intertwining the fabric or floss to create colorful designs.

Mrs. Kubota's work is on permanent display at the Chase Home Museum of Utah Folk Arts, operated by the Utah Arts Council in Salt Lake City's Liberty Park.

Managing Director's Message

The Utah Office of Tourism has come a long way over the past year in branding our state. "Life Elevated" was launched in April, and it is resonating with travelers. We couldn't be more pleased with the support we have received from Governor Huntsman and the Utah Legislature. Our image research indicates Utah has some work to do to increase awareness of the state, but we are tracking an increase in transient room tax collections and other tourism-related tax revenues during the short time the ads have been in market. Television ads promoting Utah skiing are currently running in New York and Los Angeles. Summer spots ran in Denver, Las Vegas and Los Angeles. Cooperative marketing projects with non-profit tourism entities have touched virtually every region of the state.

The Board of Tourism Development has just approved a \$3.8 million advertising campaign for the spring/summer, which

will include television, print and online ads. Our office also sponsored the Warren Miller ski movie this year, with the board approving sponsorship for another year contingent on continued funding. And motorists will see Utah on truck wraps rolling down the freeways in the West.

On the international scene, Utah was represented this year at trade shows in Argentina, Canada, China, Germany, Japan, Korea and the UK (reports containing tour operator and media leads are available). I have joined the board of the Travel Industry Association of America (TIA), which will increase our presence at Pow Wow and other travel industry meetings. And our office conducted more than 50 familiarization tours over the past year, with many more scheduled for the upcoming season. We encourage you to explore opportunities to partner with us as we look for ways to leverage our marketing campaign.

SLC Rolls Out The Carpet As NTA Host City

Hundreds of tour operators from all over the country were in Salt Lake City in November for the 2006 National Tour Association Annual Convention. The Utah Office of Tourism was a major sponsor of the event, which was held at the Salt Palace Convention Center from November 3-7. NTA attracted 2,200 attendees, including 54 delegates from Utah. Thursday evening, the governor spoke to about 90 tour operators at a Utah reception in downtown Salt Lake City prior to a hosted dinner at Deer Valley in Park City. The opening "Icebreaker" event was held at the Utah Olympic Oval and featured the

"Filmed in Utah" theme to promote Utah's film industry. The office also helped organized a series of pre and post-convention familiarization tours in southern Utah. Conference attendees were treated to a special performance

of the Mormon Tabernacle Choir during the Final Night Gala at the Salt Palace. Utah's group tour business is expected to grow as a result of the recent convention. This is the third time Utah has

hosted NTA. Utah hosted the convention in 2000 and Salt Lake City saw a growth in group tours of 20% in 2001.



Rebecca Katz and Chad Davis at the UOT NTA booth, Salt Palace Convention Center

Co-op Funds Help Coalition Say, "For Fun...Head West"



The Salt Lake Valley's "fun side" includes venues such as the Kearns Speedskating Oval

Thanks to a recent funding boost from the Utah Office of Tourism, Hospitality West Association - a coalition which has evolved from an informal group of business leaders in Salt Lake Valley's western cities into a hospitality association sanctioned by local government - hopes that a new marketing campaign will change the valley's "west side" to its "fun side."

West Valley City recently received

\$29,500 from the Utah Office of Tourism, matching it with \$30,000, as required by UOT's Cooperative Marketing Program. The city then contracted with Hospitality West to use the funds for a destination-marketing campaign.

The coalition will unveil its first marketing campaign for out-of-state tourists aiming to draw visitors to west-side communities like West Valley City, Taylorsville and

Kearns which boast venues from speedskating at the Olympic Oval to the Utah Cultural Celebration Center and the E Center's live theater and concerts. Hospitality West plans to develop a detailed Web site, brochures, flyers, print ads and a site tour for 300 tour operators. The group also hopes to eventually secure funding for a full-time visitor center.

Kudos To Utah's 2007 AAA Lodging And Dining Award Recipients



Grand America Hotel, Salt Lake City



Stein Erickson Lodge, Deer Valley

The American Automobile Association has awarded two Utah lodging properties, Deer Valley's Stein Erickson Lodge and Salt Lake City's Grand American Hotel, its Five Diamond Award - the highest ranking in the AAA system - for 2007.

In addition, 17 lodging properties across the state were honored with AAA's Four Diamond rating. They are: The Homestead Resort, The Blue Boar Inn, Johnson Mill Bed and Breakfast, and Invited Inn in Midway; Sunflower

Hill Luxury Inn, Sorrel River Ranch Resort and Spa, and Red Cliffs Adventure Lodge in Moab; Silver King Hotel, Grand Summit Resort Hotel, and Hotel Park City in Park City; Skyridge Inn Bed and Breakfast in Torrey; the Coyote Inn at Green Valley Resort and Spa in St. George; and Salt Lake City's Little America, Salt Lake Marriot, Hilton Salt Lake City Center, Hotel Monaco and Salt Lake Marriott City Center.

Eight Utah restaurants received

AAA's Four Diamond rating for 2007: Simons at The Homestead Resort and the Blue Boar Restaurant in Midway; Goldener Hirsch Restaurant and The Glitretind in Park City; The Tree Room at Sundance, and Log Haven, La Caille and Metropolitan, all in Salt Lake City and vicinity.

AAA inspects 50,000 establishments in North America each year and only three percent of the lodgings and four percent of the restaurants get the nod for a rating of Four Diamonds or above.

ABA Recognizes America's Freedom Festival / Stadium Of Fire



America's Freedom Festival/Stadium of Fire, Provo, has been named one of the American Bus Association's (ABA) 100 Top National Events for 2007.

ABA is a trade association which facilitates relationships between North

American motor coach and tour companies and all related segments of the travel and supplier industries while promoting travel by motor coach to consumers. ABA represents approximately 950 motor coach and tour companies

in the United States and Canada.

America's Freedom Festival received funding for out of state promotion and advertising in the Utah Office of Tourism's September 2006 Cooperative Marketing Program Cycle.

Delta Service Between SLC & Mexico Expected To Open Market Opportunities



Delta Airlines began its direct Salt Lake / Mexico City service using 150-seat Boeing 737 jets on December 1st. Direct service from Guadalajara has also started.

To stimulate in-market interest for the Salt Lake service, Delta conducted a Salt Lake City Travel Trade Workshop on December 7. Some 150 representatives of the trade and media turned out for the program.

A tour introducing influential members of the Mexican media to Salt Lake City and vicinity was held December 8 to 12. Participants enjoyed attractions, accommodations and destinations in Salt Lake, Davis and Summit counties. Additionally, Miguel Rovira and Leigh von der Esch, GOED, and Nathan Rafferty, Ski Utah, participated in a trade mission to Mexico to promote Utah skiing via the new direct Delta flight.



Outside the exposition center at Shanghai's China International Travel Mart

Utah Delegation Heads To Shanghai: China International Travel Mart



Patti Denny (left) and Tracie Cayford (right) shared booth space with Arizona's Mary Rittmann (center)

China is the world's fastest growing tourism market, according to the U.S. Commercial Service. By the year 2020, China is expected to have 100 million outbound travelers. The Utah Office of Tourism participated in its first trade show in China in November to promote the Utah "Life Elevated" brand to Chinese travelers in this emerging market. Utah shared a booth with the Arizona Office of Tourism in TIA's Discover America pavilion at the China

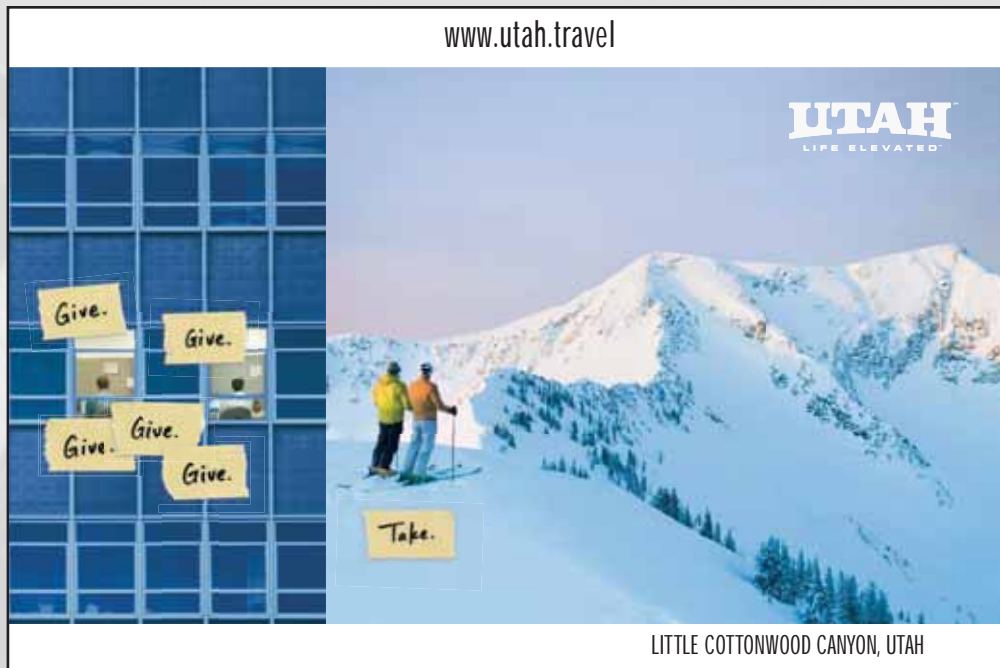
International Travel Mart (CITM), Asia's largest tourism gathering, in Shanghai from November 16-19, 2006. More than 70 appointments were held with Chinese tour operators and media during the trade show. Even though the U.S. doesn't have Approved Destination Status (ADS), almost 350,000 visas to the U.S. were issued in China last year, up 20 percent from the previous year, primarily for business travel, to visit friends and relatives, and for students.

The U.S. market is China's eighth largest travel market. The other seven destinations are all in Asia. Utah is well-positioned to attract Chinese visitors because of its national parks and proximity to other popular American destinations, including Yellowstone National Park, the Grand Canyon, and Las Vegas. Utah's participation at CITM follows a successful trade mission to China led by Governor Jon M. Huntsman, Jr. in September.

Marketing in 2006 has been a benchmark year. More impressions have been leveraged and more total marketing funds have been implemented than at any time in Utah history. The Utah Office of Tourism's advertising campaign was sent out nationwide, and through a wide range of methods delivered increases in key market indicators including web hits, website visits and distribution of tourism information. Additionally, total visitor numbers and the correlating tax revenues are up!

The most interesting, and in many cases, impressive thing about UOT's 2006 year has been the speed with which messages have been released. In nine short months, between Easter and Christmas, the Utah Office of Tourism has accomplished the following:

- Introduced the "Utah-Life Elevated" brand, complete with brand use guidelines, logos, a brand video, and accompanying marketing elements.
- Approved and launched summer television, print, and online campaigns including two different television spots, three print ads and banner/online elements.
- Approved and launched a winter television spot, two separate print ads and online advertising elements.
- Executed media buys for television in Los Angeles, Denver, and Las Vegas, ads in eleven different print media and purchased nearly 160 million impressions in 14 different web mediums.
- We have also developed our new FY 06-07 Spring/Summer "Baggage Claim" television advertisement, which is receiving positive reviews from our tourism partners around the state. Also developed were a new series of directional print ads that depict the



LITTLE COTTONWOOD CANYON, UTAH

places in Utah where visitors can participate in specific activities like golf, white water rafting, hiking and more.

- Our new media plan for Spring/Summer 2007 has been approved by the Board of Tourism Development. It will play in key markets, continuing to support the Utah brand themes.

During 2006 the Office of Tourism has sponsored various media events that have helped to brand Utah and our outdoor lifestyle, including the Warren Miller ski film, *Off the Grid*, ABC and ESPN2's *Primal Quest Utah* and

participation in the Sunset Magazine Celebration Weekend. We've also provided collateral materials and video production for Governor Huntsman's trade mission to China, as well as materials for other trade, consumer and industry events around the globe.

Our goal, as always, is to raise the brand awareness of Utah as a destination through consumer marketing. We look forward to 2007 and continued success in driving the Utah brand to help increase the consideration, investigation and action of travelers prompting them to choose Utah as their leisure destination.



Ski Industry Expects Another Banner Year

"Our state is on a roll. Our industry is on a roll!" That's how Ski Utah President Nathan Rafferty describes the predicted success of this year's advertising campaign. The Office of Tourism and its Co-op Marketing program has provided \$2.5 million for advertising over the last two years, money that Rafferty says doubled the ski industry's "firepower."

The additional advertising funds allowed Ski Utah to buy television ads in New York City and Los Angeles, to increase its print advertising and to participate in underwriting the latest Warren Miller film's national tour which exposes Utah's powder snow to potential skiers in 189 markets in 35 states.

Rafferty's optimism is also based on the last three

consecutive years of record-breaking lift ticket sales and on signs that interest in Utah continues to grow. According to Ski Utah, September and October requests for their Winter Vacation Planner increased 113 percent from the same months a year ago. Hits on their web site are also up and contacts with lodging companies indicate a 15 to 20 percent increase in advance bookings.



World Travel Market: November 6-9, 2006

Staged annually in London, World Travel Market (WTM) is 'the' premier UK based trade show and has become a must attend, business to business exhibition providing a unique opportunity for the global travel trade industry to meet, network, negotiate and conduct business. Attendance figures for 2006 indicate approximately 47,544 professionals participated in the show.

To enhance the Utah's participation, the Utah Office of Tourism organized a booth promotion highlighting the award-winning movie, *The World's Fastest Indian* (starring Britain's own Sir Anthony Hopkins) and the recent land speed record set by RAF Wing Commander Andy Green at the Bonneville Salt Flats.

Commander Green's accomplishments have received enthusiastic coverage in the British press and his appearance at the Utah booth was a crowd pleaser.

Utah's new UK marketing and public relations representatives, Cellet Travel Services Ltd. assisted the Utah delegates, confirming appointments and interviews and working the booth.

To launch the opening of World Travel Market, the Visit USA Association UK held a Visit USA Briefing. As a long-term member/supporter of the Association, it was a privilege for the Utah delegation to join the meeting. Key players involved in the UK-USA travel market provided valuable information and forecasts for UK travel trends in 2007 and beyond.





Screen shot from this year's commercial contest winner, "Letterboxers"

The winner of the 2006 "Spot On" Commercial Contest is Provo resident Jedediah Cowley, who entered the contest for the first time this year. Cowley's Letterboxers campaign featured three commercials that were all chosen as winners of the contest from 155 submissions around the state. Six

judges from the film and advertising industries watched each of the submissions and chose Cowley's spots as the winners. In addition to the three winning commercials, judges selected seven Honorable Mentions from Ryan Cannon (Orem), Gabriel Casdorph (Provo), Megan Christensen (Logan),

Luke Draper (St. George), Eric John (Hyrum), and Jeff Twede (Uinta). Cowley's three 30-second commercials: *Bridge*, *Epic* and *Alley*, will air along with the Utah Office of Tourism's "Life Elevated" commercials over 170 times on Park City Television's *In the Can* program during the 2007 Sundance Film Festival.

UTIC Tool Kit Preps Industry For Effective Legislative Advocacy



The Utah Tourism Industry Coalition (UTIC) is actively preparing for the 2007 legislative session and UTIC Executive Director Nan Groves-Anderson encourages members of the tourism industry to visit the organization's website, www.utahatourism.org, to find information which will help

them effectively participate in efforts to promote the continued growth of tourism funding in the state.

"The website has an Advocacy Tool Kit covering information on topics ranging from the organization and procedures of the legislature, reading and understanding bills and resolutions,

to website links for staying informed about the legislative session and state government in general," says Groves-Anderson. "The site also includes an informative white paper titled, The Necessity of Continued Investment from State Government to Advertise and Market Utah as a Tourism Destination."

News From The Field: Kane County Tourism

By Cowboy Ted Hallisey, Executive Director, Kane County Office of Tourism

Tourism tax revenue is up again in Kane County this year. We are on pace to eclipse last year's record-setting \$348,000 in TRT tax revenue figures despite a number of challenges and obstacles this year.

I credit a good portion of our increase in tax revenue to the increased marketing efforts of the Utah Office of Tourism with the new tourism budget initiatives and cooperative marketing opportunities.

We faced a number of challenges this season and still realized an increase in tourism dollars. Challenge number one was a tourism boycott

suggested by Arthur Frommer. We survived that challenge, only to face another with the fire near the North Rim of the Grand Canyon (A major destination to Kanab) during June, typically the second best month for Kane County as far as TRT revenue.

The co-op monies awarded to us by the Utah Office of Tourism were directed to projects bringing journalists into our area. Lake Powell was featured on *Good Morning America*, Best Friends Animal Sanctuary on *CBS News with Katie Couric*, and a number of satellite television spots will feature Kane County to Spanish-speaking

audiences on *Estelle's Paradise*, shown on the Dish Network and 70 affiliate stations.

The *Weekend Explorer* TV series on PBS will feature fall and winter options in Kane County for the next three years, and we have contacted a number of travel writers to join us for more media coverage of destinations in Utah in 2007.

I have a firsthand perspective of the impact of the tourism marketing efforts of the Utah Office of Tourism, and I enthusiastically look forward to seeing the new plans to help market the southern part of the state of Utah for the coming year.

The Utah Office of Tourism congratulates Cowboy Ted Hallisey on his recent election to the Grand Circle Association Board



Best Friends Animal Sanctuary is becoming a Kane County destination



Gunsight Butte, Lake Powell, Kane County

"Tourism Budget Hits Southern Utah"

The following article comes from the opinion page of the St. George Spectrum and was also posted on thespectrum.com

Utah's expanded tourism budget is making strides, even here in Southern Utah. After the 2005 Legislature appropriated \$14 million over two years for an intensified campaign, newly created brochures, travel guides, television commercials and magazine ads featured different activities in Utah, including the Utah Shakespearean Festival and Zion National Park.

A portion of that money was distributed through a cooperative marketing fund, through which local tourism bureaus, non-profits and events can apply for matching dollars to market outside of the state. The Utah Shakespearean Festival, in cooperation with the Cedar City-Brian Head Tourism and Convention Bureau, has applied for

the past two years and has received significant funding. So have the Washington and Kane County Travel Councils that have actively participated in many familiarization (FAM) tours bringing national and international travel writers to the area so they write about us back home. A unified effort has also incorporated Southern Utah in the image campaign of Utah.

The expanded funding has additionally allowed the Utah Office of Tourism to reach further and market the state as a whole to the rest of the world. For example, according to the Utah State Tax Commission, transient room tax on hotels in fiscal year 2005-2006 reached \$20.3 million, up 12.1 percent from the previous year. Furthermore, the

economic impact to the state was \$49.2 million, a return of \$14.82 for every state dollar invested from the increased budget, said Tourism Office Managing Director Leigh von der Esch in published accounts.

Gov. Jon Huntsman, Jr., made tourism one of his top priorities because he understood its incredible economic benefit. He didn't forget Southern Utah's rural areas.

Putting tourism on a sustainable path is a major challenge, requiring partnership and collaboration within the tourism industry, governments and tourists themselves. It is refreshing to see that extended south of the Utah County line. Keep up the good work.

CONGRATULATIONS, LEIGH!

Leigh von der Esch, managing director of the Utah Office of Tourism, was one of five recipients of the Salt Lake Chamber's 2006 Pathfinder Award, an honor given to community leaders who demonstrate excellence, creativity and initiative in business and who champion women in leadership roles and in the community.

Leigh was recognized for her accomplishments in state and national government, marketing, entertainment, public relations, tourism and more. She was also specifically cited for her instrumental role in increasing the business of tourism in Utah. The award ceremony was held November 15 during the Salt Lake Chamber's 30th Annual American Express Women and Business Conference's Athena Luncheon.





Things You Should Know Regarding The FY 2007 Grants Cycle

National Scenic Byways Program grant applications for discretionary funds are now being accepted for eligible projects along highways designated as National Scenic Byways, All-American Roads, State Scenic Byways or Tribal Byways.



- A new Grants Guidance document will govern the decision-making process for the FY 2007 grants. This information, as well as the official solicitation memo, information on grant application documents and other important materials are now available at bywaysonline.org/grants. Because some of the changes to the program will require additional time and effort you should visit the grants site and familiarize yourself with new guidelines and procedures as soon as possible.
- If you have questions or need help with any aspect of the FY 2007 grants application process, contact Stacey Clark in the Utah Office of Tourism at 801-538-1373 or staceyclark@utah.gov.
- Included in the information on the grants site is an important Step by Step Overview of the Application Process titled "Steps for Using Grants.gov." The National Scenic Byways Program will continue to rely on bywaysonline.org as the primary method for submitting grant applications as they have in the past. However, by federal mandate per this grants cycle, the byways program is starting a partial transition to Grants.gov, which is part of a federal e-government system.
- *The Utah Deadline for Grant Applications to be completed and submitted electronically is February 21, 2007.*



National Forest Survey Project Helps Shape Year-Round Visitor Experiences

Over the next year visitors to Utah's national forests may have the opportunity to participate in a forest service effort to gather information which could lead to better accommodation of forest visitors' wants and needs.

Students from Utah State University, who are part of the Institute for Outdoor Recreation and

Tourism, will be engaging thousands of visitors to the Wasatch-Cache, Uinta, and Ashley National Forests in voluntary interviews to assess their experiences in the forests. The project is part of a U.S. Department of Agriculture effort during which each national forest in the country surveys a sampling of visitors every five years across all four seasons.

The results of the survey projects help identify user trends and preferences, changes in demographics and provide information needed to plan for the future of America's national forests. The survey data will also be available to local and state agencies to plan tourism and economic development strategies.



World-Class Luxury Resort To Change Utah's Desert Landscape And Economy

A \$200 million Amangiri resort with an early 2008 completion date could bring a world of change to the area just east of tiny Big Water in Kane County, as the relatively isolated area becomes a premier escape for wealthy world travelers. Amanresorts, a Singapore-based hotel-management group is slated to run the property. The company oversees resorts located from France to French Polynesia. Its only other U.S. resort is in Jackson Hole, Wyoming. Gov. Jon Huntsman Jr., a frequent guest at Amanresorts during his diplomatic days in Asia, has applauded the resort plans saying the Amanresort property will bolster Utah's international appeal among jet-setters.

The southern Utah resort will feature a 34-room hotel with rooms renting for up to \$1,200 a night, a mammoth spa facility, and 28 private 6,000 square foot villas with price tags starting at \$6.2 million.

Kanab resident Jim Matson, who is acting as a facilitator for the project, said the resort is expected to increase Kane County's assessed valuation by 20 percent and employ at least 110 workers to cater to guests. Craig Smith, a Salt Lake City attorney involved in the development, notes Amanresorts has a reputation of taking care of its workers by offering good wages and other incentives. "Aman likes to hire and keep people on career-type jobs in guest-service relations," Smith said.

Excerpted from the Salt Lake Tribune



Scheduled for completion in 2007, Amangiri Resort will be one of the most luxurious lodging facilities in the world

OUT & ABOUT

12/1-3	Consumer Travel Show Köln - Internationaler Reisemarkt
12/8-12	Delta of Mexico Introduces Salt Lake/Park City to Top Media
12/11-14	US Writers Introduced to Value Utah Ski Product
12/12-15	US Writers Experience Park City in December
1/3-15	Financial Times of the UK Joins Alta for Powder Tracks Program
1/5-7	Consumer Travel Show Mannheim - Reisemarkt Rhein
1/8-11	Guadalajara Operators/Media Visit Salt Lake/Park City
1/8-11	US Writers Enjoy the Luxury Side of Utah Ski Product
1/13-21	Consumer Travel Show Stuttgart - CMT
1/18 -22	UOT's UK PR Representations Receive an Intro Course to Utah
1/19-21	Consumer Travel Show Luxemburg - Vacanz
1/25-31	British Press Chase Utah Powder and Sundance Stars
1/29 - 2/1	US Writers Visit to Discover Ski Utah Family Fun
2/7-11	Consumer Travel Show Hamburg - Reisen Hamburg
2/6-11	Pre- GO WEST Enjoys Winter Colors & Adventure in Southwest Utah
2/11-15	US Writers to Experience Park City in February
2/12-15	GO West Summit, Portland
2/16-21	Post-GO WEST Enjoys Winter Colors & Adventure in Southwest Utah
2/23-3/2	German Writer Skies Utah Like A Local
2/26-3/2	US Writers Ski Utah Like A Local
2/24-28	Consumer Travel Show Munich - C.B.R.
3/7-11	ITB, Berlin
3/12-15	US Key Women Writers Take Utah Turns on the Slope
04/21-25	Pow Wow International, Anaheim, CA

The following contacts have received reports from the UOT on Fam Tours and Trade Shows during 2007. If you would like to receive future reports, notify Patti Denny at pdenny@utah.gov.

Beaver County Travel Council	Iron County Travel Council	San Juan County Visitor Services
Box Elder County Tourism	Juab County Travel Council	Sanpete County Travel
Cache Valley Tourism Council	Kane County Travel Council	Sevier County Travel Council
Castle County Travel Region	Ogden/Weber CVB	St. George Area CVB
Davis County Tourism	Millard County Tourism Board	Tooele County
Davis CVB	Moab Area Travel Council	Utah County CVB
Dinosaurland Travel Region	Park City Chamber/Bureau	Wayne County Travel Council
Duchesne County Travel Council	Piute County Travel Council	Utah Ski & Snowboard Association
Emery County Travel Bureau	Bear Lake CVB	Utah Tourism Industry Coalition
Garfield County Travel Council	Salt Lake CVB	Outdoor Utah
Heber Valley Chamber of Commerce		

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Utah In The News

National Parks Conservation Association

The nonpartisan group released a new economic analysis that shows the U.S. National Park Service generates at least four dollars for state and local economies in return for every one tax dollar invested in the national parks' annual budget. The Utah hook? Zion Nat'l Park's annual benefit to cost ratio is \$10.5 to \$1.

Backpacker Magazine

Our Favorite Places: Terry Tempest Williams' favorite spot is a Juniper tree in southwest Utah. Greg Child's favorite place is Indian Creek Canyon off UT 211. The smooth curves of the north-flowing stream and the symmetry of the island-in-the-sky mesas trigger a deep inner calm.

Esquire Magazine

The Restless Man: Fwoomp. Loop. Zoom. (Splat.) provides a first-person account of Snow-Kiting the Wasatch Plateau outside of Fairview, dubbing the experience, "A horizontal hoot!"

National Geographic Adventure, December/January

Where Next? Ski Report-Resorts Reinvented: Spread your wings at Snowbird. The resort has dug a 600-foot tunnel (now open) for a moving sidewalk through its mountaintop to convey skiers more easily to Mineral Basin, which often gets shut down by weather. A new high-speed quad zooms up Peruvian Gulch nearly to the ridgeline. And they just finished revamping all 511 rooms at the Cliff Lodge.

Transworld Snowboarding Magazine

Playing Favorites: Park City Mountain Resort was named Terrain Park of the Year for two years running by Transworld Snowboarding magazine. Park City is adding new rails, funboxes, and jumps to its four parks.

SKI Magazine

Best Spa Treatment: The Cliff Spa at Snowbird - If you can't find a treatment to un-kink your neck muscles and alleviate that pounding headache at this 28,000-square-foot spa inside the resort's flagship Cliff Lodge, there's no hope for you.

Slopeside Style Park City, Utah, is home to three of America's finest-and most polished-mountain resorts. But plan to sample the goods at Deer Valley, Park City or The Canyons and check out the fashionable ski wear.

MSN Travel

Ten Undiscovered Ski Spots includes glowing reviews of both Powder Mountain and Snowbasin Resorts.

In *Top 10 Winter Sports Destinations*, Shermans Travel Editors picked out Salt Lake and Park City in their primer on trying out Olympic sports.

Travel + Leisure Magazine (November/December)

Our Town: Park City covered the town's history and fun things to do these days.

Golf Digest Magazine

A Las Vegas Alternative featured golf courses in St. George, the Johnny Miller-inspired Entrada at Snow Canyon and The

Ledges, which was designed by Pete Dye's grandson Matt Dye. Both have wide fairways, opulent clubhouses and first-rate service, but what you'll remember most is their spectacular views of Snow Canyon State Park.

National Geographic Adventure Magazine

Where Next: Backcountry Bliss: Utah's Red Mountain Spa heralds a welcome trend - action retreats of hiking, mountain biking, rock climbing and flatwater kayaking that push you, then spa treatments and exercise classes that pamper you. Visit the nearby Red Cliffs Desert Reserve and Snow Canyon State Park.

Outside Magazine

Lose the Moose Head: Boutique ski hotels that take the "lodge" out of winter lodging - Park City's Silver Queen Hotel has rooms to match your mood - The Whimsical Suite, the Urban and the Asian.

Last Chair to Last Call: Another ski-town bar worth a visit is The Hog Wallow Pub in Salt Lake City.

Western Group Tour Magazine (Fall)

Taking the High Road in Utah highlighted Utah's five national parks, snowmobiling on more than 800 miles of groomed trails, the Moab's art scene with Moab's music, folk and arts festivals and the Artists Studio Tour. Also, dinner shows and wineries.

Stunning Setting: Goulding's Lodge welcomes groups to Monument Valley.

